



# ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **300066 /**

Original Date / Revision  
06/08/12 09/25/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**Democratic Congressional Campai**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **1192**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	91	\$60,711.25	\$71,425.00	0.00	10/29/12	11/06/12	91	\$60,711.25	\$71,425.00
Totals	91	\$60,711.25	\$71,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	10/30/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			3		\$125.00		0.00				
N 2	KNXV	10/30/12	11/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			3		\$400.00		0.00				
N 3	KNXV	10/30/12	11/05/12		CM	7am-9am	MTWTF - -	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00



KNXV

Print Date: 09/25/12

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Contract / Revision **300066** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1192**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9am															
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	6		\$400.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	2		\$400.00		0.00						
N 4	KNXV	11/06/12	11/06/12	M-F 7-9am	CM	7am-9am	- T - - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
M-F 7-9am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	- T - - - - -	1		\$400.00		0.00						
N 5	KNXV	10/30/12	11/05/12	M-F 430-5am	CM	430-5am	MTWTF - -	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
M-F 430am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$50.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	1		\$50.00		0.00						
N 6	KNXV	11/06/12	11/06/12	M-F 430-5am	CM	430-5am	- T - - - - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
M-F 430am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	- T - - - - -	1		\$50.00		0.00						
N 7	KNXV	11/03/12	11/03/12	Sa 6-7am GMA	CM	6am-7am	- - - - - S -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
Sa 6-7am Good Morning ,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$200.00		0.00						
N 8	KNXV	11/04/12	11/04/12	Su 6-7am GMA	CM	6am-7am	- - - - - S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
Su 6-7am Good Morning ,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	2		\$200.00		0.00						
N 9	KNXV	11/04/12	11/04/12	Su 8-9am	CM	8-9am	- - - - - S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
ABC This Week															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$1,000.00		0.00						
N 10	KNXV	10/30/12	11/05/12	M-F 10am-11am	CM	10am-11am	MTWTF - -	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$400.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	1		\$400.00		0.00						
N 11	KNXV	11/06/12	11/06/12	M-F 10am-11am	CM	10am-11am	- T - - - - -	:30	1	\$400.00	P-6	0.00	NM	1	\$400.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	- T - - - - -	1		\$400.00		0.00						
N 12	KNXV	10/30/12	11/05/12	M-F 11am-12pm	CM	11am-12pm	MTWTF - -	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
Right This Minute															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$200.00		0.00						
Week:		11/05/12	11/11/12	M - - - - -	1		\$200.00		0.00						
N 13	KNXV	10/30/12	11/02/12	M-F 12pm-1pm	CM	12pm-1pm	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
The Chew															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	1		\$350.00		0.00						
N 14	KNXV	10/30/12	11/05/12	M-F 430pm-5pm	CM	430pm-5pm	MTWTF - -	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
The List															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$400.00		0.00						



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Contract / Revision **300066** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1192**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N14	KNXV	10/30/12	11/05/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
N15	KNXV	10/30/12	11/05/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N16	KNXV	11/06/12	11/06/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					1	\$500.00		0.00			
N17	KNXV	10/30/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$600.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N18	KNXV	10/30/12	11/05/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
N19	KNXV	10/30/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$700.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$700.00		0.00			
N20	KNXV	11/03/12	11/03/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
N21	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
N22	KNXV	11/04/12	11/04/12	Su 530pm News Su 530pm-6pm	CM	530pm-6pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
N23	KNXV	10/30/12	11/05/12	M-F 630pm-7pm Lets Ask America	CM	630pm-7pm	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$800.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$800.00		0.00			
N24	KNXV	11/04/12	11/04/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$3,000.00		0.00			
N25	KNXV	11/05/12	11/05/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **300066** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 06/08/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1192**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N25	KNXV	11/05/12	11/05/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$5,500.00	0.00				
N26	KNXV	10/30/12	10/30/12	Tuesday Prime A Dancing With Stars	CM	7pm-8pm	-T-----	:30	1	\$8,500.00	FX	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$8,500.00	0.00				
N27	KNXV	11/01/12	11/01/12	Thursday Prime C Private Practice	CM	9pm-10pm	---T---	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$4,000.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/29/12-11/04/12		Thursday Prime C		9pm-10pm	---Th----	:30	<del>(\$4,000.00)</del>	0.00	NM			
See MG 27.2														
[Private Practice airs on Tuesdays. Thursday 9-10pm is Scandal. jtaylor 7/27/12]														
2	KNXV	10/29/12-11/04/12		Thursday Prime C		9pm-10pm	---Th----	:30	<del>(\$4,000.00)</del>	0.00	NM			
See MG 27.3														
[na due to program change preempt rv 9/19]														
3	KNXV	10/29/12-11/04/12		Country Music Awards		7-10pm	MTWThFSaSu	:30	\$4,000.00	0.00	NM			
MG for 27.2 11/01														
N28	KNXV	11/04/12	11/04/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			2		\$4,000.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	10/29/12-11/04/12		Sunday Prime D		9pm-10pm	-----Su	:30	<del>(\$4,000.00)</del>	0.00	NM			
See MG 28.3,28.4														
[Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
2	KNXV	10/29/12-11/04/12		Sunday Prime D		9pm-10pm	-----Su	:30	<del>(\$4,000.00)</del>	0.00	NM			
See MG 28.3,28.4														
[Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
3	KNXV	11/04/12-11/04/12		Sunday Prime D		9pm-10pm	-----Su	:30	\$4,000.00	0.00	NM			
MG for 28.1,28.2														
4	KNXV	11/04/12-11/04/12		Sunday Prime D		9pm-10pm	-----Su	:30	\$4,000.00	0.00	NM			
MG for 28.1,28.2														
N29	KNXV	11/04/12	11/04/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$350.00	0.00				
N30	KNXV	10/30/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			4		\$1,000.00	0.00				
Week:		11/05/12	11/11/12	M-----			1		\$1,000.00	0.00				
N31	KNXV	10/30/12	11/05/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			4		\$450.00	0.00				
Week:		11/05/12	11/11/12	M-----			1		\$450.00	0.00				
N32	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00



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**KNXV-TV  
PHOENIX**Contract / Revision    **300066**    Flight Dates **10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision    06/08/12/    09/25/12Order Sep    00:05:00Advertiser    **DCCC**Product **Democratic Congressional** Estimate #    **1192**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N32	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1			\$1,000.00		0.00				
N33	KNXV	10/30/12	11/02/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	-TWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			2			\$250.00		0.00				
														<b>Totals</b>	<b>91</b>	<b>\$71,425.00</b>
*Tax 1 Note: Tax 0.5%.																

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